



# PHILIP MORRIS

U. S. A.

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January 8, 1993

Tony King  
Wheat First Securities  
901 East Byrd Street  
Richmond, Virginia 23219

Dear Tony:

As requested, here is an update of all Philip Morris brand activity from 1983 through 1992 for inclusion into Jack Maxwell's Maxwell Tobacco Fact Book. The brand activity specifies:

- New brands (packings) introduced nationally with their year of introduction
- Discontinued brands
- Brand changes or modifications (i.e., name change, price tier change) specifying the year and the type of change

As we discussed over the phone, changes such as Players 25's conversion from 8 packs per carton to 10 packs per carton is not necessary to include.

I would appreciate the opportunity to review the completed Philip Morris portion of this publication prior to printing. Since it is an important reference source for the Tobacco industry, the accuracy of the information is vital.

Let me know if there is anything you need clarification on.

Sincerely,

Barbara S.G. Weinstein

cc:

R. Anise  
D. Beran

E. Gawronski  
H. Millington

B. Neidle  
J.C. Maxwell

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